

**Remit Address:**

WCAU
PO Box 402492
Atlanta, GA 30384-2492
Main: (610) 668-5510
Billing:

www.nbcphiladelphia.com

Billing Address:

SRCPMEDIA
Attention: Accounts Payable
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA, VA 22314

INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE
Product	Political
Estimate Number	305

Station	WCAU
Account Executive	Aaron Zeligson
Sales Office	Philadelphia NSO
Sales Region	National

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Invoice #	PL12100324
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/08/12

Order #	339049
Alt Order #	
Deal #	
Order Flight	10/02/12 - 10/08/12

IDB #	
Advertiser Code	
Product Code	

Agency Ref	66695
Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F		10/02/12 to 10/05/12	4x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	5:22 AM	TS12TV10H	\$200.00		1
	WCAU			W	10/03/12	:30	5:14 AM	TS12TV10H	\$200.00		3
	WCAU			Th	10/04/12	:30	5:50 AM	TS12TV10H	\$200.00		2
	WCAU			F	10/05/12	:30	5:52 AM	TS12TV10H	\$200.00		4
2	WCAU	6A-7A M-F	6A-7A M-F		10/02/12 to 10/05/12	4x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	6:12 AM	TS12TV11H	\$600.00		2
	WCAU			W	10/03/12	:30	6:42 AM	TS12TV11H	\$600.00		3
	WCAU			Th	10/04/12	:30	6:20 AM	TS12TV11H	\$600.00		4
	WCAU			F	10/05/12	:30	6:55 AM	TS12TV11H	\$600.00		1
3	WCAU	7A-9A TODAY SHOW	7A-9A M-F		10/02/12 to 10/05/12	8x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	7:24 AM	TS12TV10H	\$750.00		1
	WCAU			Tu	10/02/12	:30	8:29 AM	TS12TV11H	\$750.00		6
	WCAU			W	10/03/12	:30	7:28 AM	TS12TV10H	\$750.00		2
	WCAU			W	10/03/12	:30	8:44 AM	TS12TV11H	\$750.00		5
	WCAU			Th	10/04/12	:30	7:59 AM	TS12TV10H	\$750.00		3
	WCAU			Th	10/04/12	:30	8:37 AM	TS12TV11H	\$750.00		8
	WCAU			F	10/05/12	:30	8:29 AM	TS12TV10H	\$750.00		4
	WCAU			F	10/05/12	:30	8:48 AM	TS12TV11H	\$750.00		7
4	WCAU	7A-9A SATURDAY	7A-9A SA		10/06/12 to 10/06/12	1x	- - - - S -				
	LUR										
	WCAU			Sa	10/06/12	:30	7:29 AM	TS12TV12H	\$500.00		1

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Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12100324
Product	Political	Invoice Date	10/28/12
Estimate Number	305	Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/08/12
Station	WCAU	Order #	339049
Account Executive	Aaron Zeligson	Alt Order #	
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/02/12 - 10/08/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
5	WCAU	9A-10A TODAY SHOW 2	9A-10A M-F		10/02/12 to 10/05/12	8x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	9:28 AM	TS12TV10H	\$275.00		1
	WCAU			Tu	10/02/12	:30	9:59 AM	TS12TV11H	\$275.00		8
	WCAU			W	10/03/12	:30	9:29 AM	TS12TV10H	\$275.00		7
	WCAU			W	10/03/12	:30	9:50 AM	TS12TV11H	\$275.00		2
	WCAU			Th	10/04/12	:30	9:29 AM	TS12TV10H	\$275.00		3
	WCAU			Th	10/04/12	:30	9:56 AM	TS12TV11H	\$275.00		6
	WCAU			F	10/05/12	:30	9:28 AM	TS12TV10H	\$275.00		4
	WCAU			F	10/05/12	:30	9:48 AM	TS12TV11H	\$275.00		5
6	WCAU	8-10A SUNDAY	758A-956A SUNDAY		10/07/12 to 10/07/12	2x	- - - - - S				
	LUR										
	WCAU			Su	10/07/12	:30	9:17 AM	TS12TV12H	\$350.00		2
	WCAU			Su	10/07/12	:30	9:42 AM	TS12TV14H	\$350.00		1
7	WCAU	10A-11A TODAY SHOW 3	10A-11A M-F		10/02/12 to 10/05/12	4x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	10:59 AM	TS12TV10H	\$200.00		3
	WCAU			W	10/03/12	:30	10:51 AM	TS12TV10H	\$200.00		1
	WCAU			Th	10/04/12	:30	10:59 AM	TS12TV10H	\$200.00		2
	WCAU			F	10/05/12	:30	10:51 AM	TS12TV10H	\$200.00		4
8	WCAU	3P-4P M-F ELLEN	3P-4P M-F		10/02/12 to 10/05/12	4x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	3:47 PM	TS12TV11H	\$325.00		2
	WCAU			W	10/03/12	:30	3:38 PM	TS12TV11H	\$325.00		1
	WCAU			Th	10/04/12	:30	3:31 PM	TS12TV11H	\$325.00		3

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Estimate Number	305

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Invoice #	PL12100324
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Order Flight	10/02/12 - 10/08/12

IDB #	
Advertiser Code	
Product Code	

Agency Ref	66695
Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
8	WCAU	3P-4P M-F ELLEN	3P-4P M-F		10/02/12 to 10/05/12	4x	- TWTF - -				
	LUR										
	WCAU			F	10/05/12	:30	3:38 PM	TS12TV14H	\$325.00		4
9	WCAU	4P-5P NBC10 NEWS	4-5P M-F		10/02/12 to 10/05/12	8x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	4:28 PM	TS12TV10H	\$400.00		1
	WCAU			Tu	10/02/12	:30	4:53 PM	TS12TV11H	\$400.00		5
	WCAU			W	10/03/12	:30	4:12 PM	TS12TV10H	\$400.00		6
	WCAU			W	10/03/12	:30	4:38 PM	TS12TV11H	\$400.00		2
	WCAU			Th	10/04/12	:30	4:15 PM	TS12TV10H	\$400.00		3
	WCAU			Th	10/04/12	:30	4:43 PM	TS12TV11H	\$400.00		7
	WCAU			F	10/05/12	:30	4:30 PM	TS12TV14H	\$400.00		4
	WCAU			F	10/05/12	:30	4:52 PM	TS12TV12H	\$400.00		8
10	WCAU	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F		10/02/12 to 10/05/12	8x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	5:23 PM	TS12TV10H	\$500.00		1
	WCAU			Tu	10/02/12	:30	5:43 PM	TS12TV11H	\$500.00		5
	WCAU			W	10/03/12	:30	5:20 PM	TS12TV10H	\$500.00		2
	WCAU			W	10/03/12	:30	5:37 PM	TS12TV11H	\$500.00		8
	WCAU			Th	10/04/12	:30	4:58 PM	TS12TV10H	\$500.00		3
	WCAU			Th	10/04/12	:30	5:53 PM	TS12TV11H	\$500.00		7
	WCAU			F	10/05/12	:30	5:22 PM	TS12TV14H	\$500.00		6
	WCAU			F	10/05/12	:30	5:38 PM	TS12TV12H	\$500.00		4
11	WCAU	6P-630P NBC10 NEWS	6P-630P M-F		10/02/12 to 10/05/12	4x	- TWTF - -				
	LUR										

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Product	Political	Invoice Date	10/28/12
Estimate Number	305	Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/08/12
Station	WCAU	Order #	339049
Account Executive	Aaron Zeligson	Alt Order #	
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Sales Region	National	Order Flight	10/02/12 - 10/08/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
11	WCAU	6P-630P NBC10 NEWS	6P-630P M-F	10/02/12 to 10/05/12	4x	- TWTF - -					
	LUR										
	WCAU			Tu	10/02/12	:30	6:13 PM	TS12TV10H	\$650.00		2
	WCAU			W	10/03/12	:30	6:28 PM	TS12TV10H	\$650.00		1
	WCAU			Th	10/04/12	:30	6:26 PM	TS12TV10H	\$650.00		3
	WCAU			F	10/05/12	:30	5:58 PM	TS12TV14H	\$650.00		4
12	WCAU	6P-630P SA/SU	6P-630P SA/SU	10/06/12 to 10/07/12	2x	- - - - - SS					
	LUR										
	WCAU			Sa	10/06/12	:30	6:14 PM	TS12TV14H	\$600.00		1
	WCAU			Su	10/07/12	:30	6:09 PM	TS12TV12H	\$600.00		2
13	WCAU	7P-730P M-F	7P-730P M-F	10/02/12 to 10/05/12	4x	- TWTF - -					
	CDR										
	WCAU			Tu	10/02/12	:30	7:26 PM	TS12TV11H	\$950.00		2
	WCAU			W	10/03/12	:30	7:26 PM	TS12TV11H	\$950.00		3
	WCAU			Th	10/04/12	:30	7:25 PM	TS12TV11H	\$950.00		1
	WCAU			F	10/05/12	:30	7:24 PM	TS12TV12H	\$950.00		4
14	WCAU	730P-8P M-F	730P-8P M-F	10/02/12 to 10/05/12	4x	- TWTF - -					
	LUR										
	WCAU			Tu	10/02/12	:30	7:45 PM	TS12TV10H	\$850.00		4
	WCAU			W	10/03/12	:30	7:55 PM	TS12TV10H	\$850.00		1
	WCAU			Th	10/04/12	:30	7:53 PM	TS12TV10H	\$850.00		2
	WCAU			F	10/05/12	:30	7:55 PM	TS12TV14H	\$850.00		3
15	WCAU	11-1135P M-F LATE NEWS	11P-1135P	10/02/12 to 10/05/12	4x	- TWTF - -					
	LUR										
	WCAU			Tu	10/02/12	:30	11:13 PM	TS12TV11H	\$1,500.00		1

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	LUR										
	WCAU			W	10/03/12	:30	11:33 PM	TS12TV11H	\$1,500.00		2
	WCAU			Th	10/04/12	:30	11:32 PM	TS12TV11H	\$1,500.00		4
	WCAU			F	10/05/12	:30	11:29 PM	TS12TV12H	\$1,500.00		3
16	WCAU	TONIGHT SHOW W/JAY LENO	1135P-107A		10/02/12 to 10/05/12	9x	- TWTF - -				
	LUR										
	WCAU			Tu	10/02/12	:30	12:10 AM	TS12TV10H	\$450.00		2
	WCAU			Tu	10/02/12	:30	12:31 AM	TS12TV11H	\$450.00		1
	WCAU			W	10/03/12	:30	12:09 AM	TS12TV10H	\$450.00		3
	WCAU			W	10/03/12	:30	12:30 AM	TS12TV11H	\$450.00		9
	WCAU			Th	10/04/12	:30	12:08 AM	TS12TV10H	\$450.00		5
	WCAU			Th	10/04/12	:30	12:32 AM	TS12TV11H	\$450.00		6
	WCAU			F	10/05/12	:30	11:47 PM	TS12TV14H	\$450.00		8
	WCAU			F	10/05/12	:30	12:08 AM	TS12TV12H	\$450.00		7
	WCAU			F	10/05/12	:30	12:31 AM	TS12TV14H	\$450.00		4
17	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F		10/08/12 to 10/08/12	1x	M- - - - -				
	LUR										
	WCAU			M	10/08/12	:30	5:46 AM	TS12TV12H	\$225.00		1
18	WCAU	6A-7A M-F	6A-7A M-F		10/08/12 to 10/08/12	1x	M- - - - -				
	LUR										
	WCAU			M	10/08/12	:30	6:24 AM	TS12TV14H	\$600.00		1
19	WCAU	7A-9A TODAY SHOW	7A-9A M-F		10/08/12 to 10/08/12	2x	M- - - - -				
	LUR										
	WCAU			M	10/08/12	:30	7:58 AM	TS12TV12H	\$750.00		1

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Billing Address:

SRCPMEDIA
Attention: Accounts Payable
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA, VA 22314

INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12100324
Product	Political	Invoice Date	10/28/12
Estimate Number	305	Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/08/12
Station	WCAU	Order #	339049
Account Executive	Aaron Zeligson	Alt Order #	
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/02/12 - 10/08/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
19	WCAU	7A-9A TODAY SHOW	7A-9A M-F		10/08/12 to 10/08/12	2x	M-----				
	LUR										
	WCAU			M	10/08/12	:30	8:48 AM	TS12TV14H	\$750.00		2
20	WCAU	9A-10A TODAY SHOW 2	9A-10A M-F		10/08/12 to 10/08/12	2x	M-----				
	LUR										
	WCAU			M	10/08/12	:30	9:28 AM	TS12TV12H	\$400.00		2
	WCAU			M	10/08/12	:30	9:56 AM	TS12TV14H	\$400.00		1
21	WCAU	10A-11A TODAY SHOW 3	10A-11A M-F		10/08/12 to 10/08/12	1x	M-----				
	LUR										
	WCAU			M	10/08/12	:30	10:29 AM	TS12TV12H	\$300.00		1
22	WCAU	3P-4P M-F ELLEN	3P-4P M-F		10/08/12 to 10/08/12	1x	M-----				
	LUR										
	WCAU			M	10/08/12	:30	3:20 PM	TS12TV14H	\$325.00		1
23	WCAU	4P-5P NBC10 NEWS	4-5P M-F		10/08/12 to 10/08/12	2x	M-----				
	LUR										
	WCAU			M	10/08/12	:30	4:27 PM	TS12TV12H	\$400.00		1
	WCAU			M	10/08/12	:30	4:44 PM	TS12TV14H	\$400.00		2
24	WCAU	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F		10/08/12 to 10/08/12	2x	M-----				
	LUR										
	WCAU			M	10/08/12	:30	4:58 PM	TS12TV12H	\$500.00		2
	WCAU			M	10/08/12	:30	5:29 PM	TS12TV14H	\$500.00		1
25	WCAU	6P-630P NBC10 NEWS	6P-630P M-F		10/08/12 to 10/08/12	1x	M-----				
	LUR										
	WCAU			M	10/08/12	:30	5:58 PM	TS12TV12H	\$575.00		1
							M-----				

NBC & TELEMUNDO STATION INVOICES: We warrant to the addressee identified above that the actual broadcast information shown on this invoice was taken from station program logs. All payments for charges hereunder must be received by station on or before the 30th day after the date of this invoice (or such earlier date as set forth by any special payment terms or as designated in the NBC/Telemundo TV Stations Confirmation Contract Part I issued in connection with this order), as more fully set forth in the NBC/Telemundo TV Stations Confirmation Contract Part II, which has been previously provided under separate cover and/or is available upon request. Notwithstanding to whom this invoice is addressed or presented, Advertiser and Agency, jointly and severally, shall remain obligated to pay to Station, all amounts due to Station pursuant hereto until payment in full is actually received by Station. Payment by Advertiser to Agency shall not constitute payment to Station.

FOR NBCE INVOICES:

NBCU prepared this invoice based on reports received from the Platform Provider identified above. NBCU does not independently verify any such reports. All payments must be received by NBCU on or before the 30th day after the invoice date (or such earlier date set forth in any special payment terms or designated in Part I), as more fully set forth in the NBC Everywhere Terms and Conditions Part II ("Part II"), which has been previously provided and/or is available upon request. Notwithstanding to whom this invoice is addressed or presented, Advertiser and Agency, jointly and severally, shall remain obligated to pay to NBCU, all amounts due hereunder until payment in full is actually received by NBCU. Payment by Advertiser to Agency shall not constitute payment to NBCU. Although this invoice may have been delivered with multiple invoices, each invoice remains a separate obligation of Advertiser and Agency and must be paid in accordance with the terms of the invoice and Part II.

FOR LIM INVOICES:

The amount set forth in this invoice is payable pursuant to the insertion order referenced above

WCAU
PO Box 402492
Atlanta, GA 30384-2492
Main: (610) 668-5510
Billing:

SRCPMEDIA
Attention: Accounts Payable
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA, VA 22314

INVOICE

Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12100324
Product	Political	Invoice Date	10/28/12
Estimate Number	305	Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/08/12
Station	WCAU	Order #	339049
Account Executive	Aaron Zeligson	Alt Order #	
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/02/12 - 10/08/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	66695
		Advertiser Ref	27415

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**Remit Address:**

WCAU
PO Box 402492
Atlanta, GA 30384-2492
Main: (610) 668-5510
Billing:

www.nbcphiladelphia.com

Billing Address:

SRCPMEDIA
Attention: Accounts Payable
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA, VA 22314

INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12100324
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Billing Type	Cash	Advertiser Code	
Special Handling		Product Code	
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
33	WCAU	530-6A WALL STREET	530-6am	10/06/12 to 10/06/12	1x	----	S-				
	WCAU	530-6A NBC10NEWS@530A SA	530A-6A	Sa	10/06/12	:30	5:48 AM	TS12TV14H	\$75.00	MG for 33.1 10/06	2
<u>Aired Spots</u>				100							

<u>Gross Total</u>	\$59,000.00	
<u>Agency Commission</u>	\$8,850.00	
<u>Net Amount Due</u>	\$50,150.00	<u>Payment Terms 30 Days</u>

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